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LU Simon Boss Submits Proposal For 14-Storey St Kilda Road Development

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Plans have been lodged for a new 14-storey St Kilda Road development which its developers are confident will become a sought-after address for Melbourne's "wealthy elite".

Dubbed 'The Muse', the proposed development is a 14-storey residential building of no more than 45 residences featuring six-star amenities. Highly private and fully customisable, The Muse will be located at the corner of St Kilda Road and Toorak Road West, with direct frontage onto Fawkner Park.

Envisioned by Devitt Property Group and designed by Bruce Henderson Architects, The Muse will feature a 24-hour concierge, two amenity levels with grand entry foyer, a 20-metre lap pool, relaxation pool and spa, gymnasium with sauna and steam rooms and a residents' club lounge with private meeting rooms.

Most apartments will have private garaging for a minimum of three cars – designed for those who live with a luxury car collection.

According to architect Bruce Henderson, every residence was conceived as an individual home. Buyers can commission their own interiors and layouts, styling and shaping spaces to suit their requirements.

Devitt Property Group said they envisioned The Muse to be the ultimate in luxury apartment living for the "most discerning of audiences", estimating unit prices of \$2,500,000 and penthouses at \$40,000,000 for "those lucky enough [...] to be a part of this exclusive club".

"We could have built 200-plus apartments within this building envelope, but instead we want to create an exceptional place to live," Devitt Property Group managing director Peter Devitt said.

"We understand what high net worth individuals want – privacy, security, convenience, the city's best location and larger residences with bespoke, hand-crafted interiors."

Knight Frank Director and head of project marketing for Victoria Daniel Cashen said he believes The Muse will be unique on many levels, having only sold units with such exclusivity through high-calibre developments in New York, London and Hong Kong.

"No other building in Melbourne has ever offered this level of service and amenity to just 45 owners," he said.

"Now the time is right for Melbourne. The Muse will offer grand accommodation, for those wanting to downsize from their palatial homes, but not downgrade."

"We expect The Muse will be one of Melbourne's most tightly held buildings. They will be virtually unattainable, and will appreciate in value accordingly."

LU. Simon was appointed the builder for the project, which will begin its sales process early next year should the project gain approval.

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